

Message Text

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PAGE 01 TANANA 01159 060942Z

13

ACTION COME-00

INFO OCT-01 AF-05 ISO-00 EB-05 RSC-01 DRC-01 /013 W

----- 108446

R 060807Z AUG 74

FM AMEMBASSY TANANARIVE

TO SECSTATE WASHDC 6464

UNCLAS TANANARIVE 1159

E.O. 11652: N/A

TAGS: BEXP, MA

SUBJ: PROPOSED FY 1976 TRADE PROMOTION EVENT SCHEDULE FOR
AFRICA

REF: STATE A-4629, JUNE 7, 1974

1. EMBASSY DID NOT RECEIVE SUBJECT AIRGRAM UNTIL AUGUST 2
AND THEREFORE WAS UNABLE TO MEET JULY 10 DEADLINE FOR COMMENTS.

2. EMBASSY WOULD LIKE TO HAVE TANANARIVE INCLUDED IN ITINERARY
FOR CATALOG SHOW ON LIVESTOCK AND POULTRY RAISING AND PROCESSING,
NOW SCHEDULED FOR JUNE 1976. ALTHOUGH SALES OF EQUIPMENT AND
SUPPLIES IN THIS FIELD HAVE BEEN FAIRLY MODEST IN MADAGASCAR
IN PAST, IT IS LIKELY MARKET WILL GROW CONSIDERABLY AS TIME
GOES ON.

3. GIVEN LARGE NUMBER OF CATTLE (OVER 7 MILLION) AND HUGE
AREAS AVAILABLE FOR PASTURAGE, POTENTIAL FOR GROWTH IN THIS
FIELD IS GREAT. MALAGASY GOVERNMENT PRESENTLY PLACING
INCREASING EMPHASIS ON EXPANDING CATTLE AND PIG PRODUCTION
AND HAS RECENTLY OBTAINED NEW FOREIGN AID FOR THIS PURPOSE.
IN LATE JULY WORLD BANK PLEDGED \$9.6 MILLION FOR LARGE
VILLAGE LIVESTOCK AND RURAL DEVELOPMENT PROJECT AIMED, AMONG
OTHER THINGS, AT INCREASING BOTH CATTLE AND PIG PRODUCTION IN
MAJUNGA PROVINCE. UNDER NEW AGREEMENT WITH MALAGASY, FRENCH
GOVERNMENT PLANS TO PROVIDE VETERINARY SPECIALISTS FOR
DEVELOPMENT OF LARGE PIG PRODUCTION PROGRAM IN RICE-RICH
LAC ALAOTRA AREA.

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RM IN ADDITION TO THESE GOVERNMENTAL EFFORTS, DURING PAST

YEAR SEVERAL PRIVATE MALAGASY BUSINESSMEN HAVE SHOWN SOME
INTEREST IN ENTERING LIVESTOCK FIELD ALTHOUGH FEW, IF ANY,
HAVE MADE PLUNGE. CATALOG SHOW COULD WELL SPUR INCREASED
INTEREST IN THIS FIELD AMONG PRIVATE BUSINESS, IN ADDITION
TO PROVIDING SALES OPPORTUNITIES FOR U.S. FIRMS IN CONJUNCTION
WITH EXISTING GOVERNMENT PROGRAMS.
MENDENHALL

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